

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — "It's time we gave some serious thought to having a federal television channel."

This suggestion was made recently by Hal Humphrey, nationally syndicated television critic, whose column appears in 77 newspapers across the country, and locally in the Los Angeles Times.

I'll accept Humphrey's premise that there are some cultural needs and tastes not being entirely fulfilled by the present system of commercial television, but I vigorously challenge his proposal for correcting the situation.

Aside from the fact that it's basically incompatible with the traditions of our free society

ONE THING Humphrey apparently overlooks is the existence today of 55 non-commercial educational and cultural TV stations which are financed by state and private funds and operated by local educational and community leaders.

And more importantly there are several hundred such chan-

nel allocations totally unused and simply waiting for qualified interests to claim them. Some will argue that local stations can't afford to produce high quality and high budget programs of the type the federal government could. The fact, however, is that each station isn't forced to produce all of its own programs. The National Educational Television and Radio Center, a privately financed organization (\$3.8 million from the Ford Foundation in 1961, for example), produces top quality programs for use by the educational stations across the country. In addition,

a system of program exchange among stations provides additional material.

FURTHER, there is a bill before Congress with considerable promise of passing this session which would prime the financial pump for educational and cultural television, but without direct governmental control. Proposed by Senator Warren Magnuson of Washington, it would grant each state up to \$1 million for educational television facilities.

In the last few years several plans for federal leadership in our cultural lives have

been brought forth. John Crosby, former TV critic for the New York Herald Tribune, suggested the formation of a Program Advisory Board to operate under the FCC which would exercise program control over the networks. Among his suggestions for members of this board were Herbert Hoover, Harry Truman, Pearl Buck, Walter Lippmann, Arthur Schlesinger, Adlai Stevenson, Leonard Bernstein, the president of Harvard, and Clare Booth Luce.

IN 1959 John Fisher, editor of Harpers Magazine, offered

a plan for culturally enriched television whereby stations and networks would be taxed a percentage of their annual earnings, the revenue to be devoted to the operation of a National Broadcast Authority chartered by Congress.

Fisher recommended a five-man board to direct the development of educational and cultural TV programs that would then have to be carried by the networks in prime time. People to serve on this five-man authority would be the heads of the Rockefeller and Carnegie Foundations, the president of Harvard, the director

of the Metropolitan Museum, and the chief of the National Educational Television and Radio center.

BOTH OF THESE plans require a strong tie with the federal government, although they don't necessitate a federally operated TV network as Humphrey recommends.

None of these ideas strikes me as being the answer. With more than 200 channels designed for non-commercial use going unused, most communities which want such a service can avail themselves of it by mobilizing their financial and cultural resources to create it themselves, and then voluntarily joining the growing national "network" of other locally originated stations. (Los Angeles faces some especially difficult problems, which with the prodding of the FCC might be solved in the next few years.)

So if large appetites for more intellectually and culturally oriented TV exist, most communities have the chance to take action to satisfy them. If such appetites don't exist or if the states and communities don't act to satisfy those that do exist, I doubt if the president of Harvard, museum directors, and government-styled intellectuals could bring about forced feeding.

Christopher To Address Young GOP

San Francisco mayor and GOP lieutenant governor hopeful George Christopher will address the February meeting of the South Bay Republican Club at Smith Brothers Fish Shanty Tuesday, Feb. 20, at 8 p.m.

Club President Don Mehlig, in announcing the meeting, said that Christopher would discuss state problems and the GOP solution for them.

Christopher, who founded the Christopher Dairy Farm, largest independently owned dairy farm in the Bay Area, entered political life in 1945 when he was elected a member of the San Francisco County Board of Supervisors.

He served twice as president of the Board of Supervisors before being elected mayor in 1955. He was re-elected in 1959.

Mehlig noted that the meeting begins at 8 p.m. but it is preceded by a no-host social hour at 7 p.m. All interested persons are invited to attend.

Navy Quotas Lifted for This Month

Regular Navy maximum enlistment quotas remain lifted during February of this year, it was announced by Chief H. J. Piech, Navy recruiter.

All those who qualify morally, mentally, and physically may be accepted, Chief Piech said. Men applying for first enlistment in the regular Navy have a choice of a three-, four-, or five-year hitch.

After nine weeks of indoctrination in the naval training center at San Diego, new enlistees will be granted a 14-day leave period and then be assigned either to a service school or to a ship of the Fleet.

Chief Piech may be contacted at 1520 Cravens Ave. in downtown Torrance or by calling FA 0-3141.

North High Groups Plan Installation

North High School's service clubs, the Julians and Valiants, will hold their officer installation banquet at 6:30 p.m. today in the North High Cafeteria, according to Mrs. Gerlene Rische, Julian sponsor.

Sharon Alpenfels is the new Queen Julian, and Art Felix is King Valiant.

Other new Julian cabinet members are Mary Notan, princess; Diane Gill, treasurer; Christine Karanko, secretary; Gayle Perry, historian; and Judy McPheeters, lady at arms. Other members of the Valiant cabinet are Mike Nickoloff, prince; Paul Edwards, secretary; Mike Jacobs, treasurer; and Joel Rosenblatt, knight at arms.

Each member of the club may invite one guest. Admission is 25 cents per person.

CHAIN-WIDE CELEBRATION GRAND OPENING SALE NEW SAN DIEGO MARKET OPENING

THURS., FRI., SAT., SUN. FEB. 15, 16, 17, 18

4¢ OFF DEAL

Thriftmart
EASTERN
PORK LOINS
CHOPS RIB END **45¢**
ROASTS RIB END **39¢**
COUNTRY STYLE RIBS TO BAKE **49¢**
LOIN END OR RIB HALF ROAST **55¢**

DUNCAN HINES



WHITE, DEVILS FOOD, LEMON YELLOW, SUPREME
18½ OZ. PKG.
YOUR CHOICE

CAKE MIX

29¢ ea.

JANE ANDERSON
AMERICAN CHEESE
SLICED 6-oz. PKG. **4 FOR \$1.00**



JERSEYMAID FIRST QUALITY
BUTTER
1-lb. CTN. **69¢**

U.S.D.A. GRADE "A"
FRESH FRYING CHICKENS
WHOLE BODY **31¢**
CUT UP **35¢**
LEGS & THIGHS **55¢**
WINGS 25¢
Backs & Necks 8¢
TENDER BREASTS **59¢**

WHITE ZEE-TOILET COLORS
TISSUE
4 ROLL PACK **33¢**

QUAIL BRAND
PEACHES
YELLOW CLING HALVES OR SLICED
19¢
No. 2½ Tin

FINEST QUALITY LEAN, BONELESS, BRISKET
CORNER BEEF **59¢**
FARMER JOHN
SLICED BACON **57¢**
BATH'S READY TO EAT BONELESS PORK **DAINTIES** **69¢**
MRS. FRIDAY'S FROZEN BREADED **SHRIMP** **49¢**
CARNATION FROZEN PERCH OR COD **FILLETS** **45¢**
ICELANDIC FROZEN BREADED **SOLE** **49¢**
FRESH FILLET ENGLISH **SOLE** **69¢**

U.S. No. 1
RUSSET POTATOES **10¢**
EXTRA FANCY WASHINGTON WINESAP **APPLES** **49¢**
FARMKIST LARGE SIZE **PRUNES** **79¢**

SALAD DRESSING
MIRACLE WHIP **49¢**
QT. JAR

AVOCADOS **10¢**
FUERTE LARGE SIZE

BANQUET FROZEN
DINNERS **39¢**
ALL VARIETIES

SMART SET (FIRM HOLD)
Hair Spray Reg. 88¢ **2 FOR \$1.00**
IMPORTED LIQUORS BONNIE DOON
SCOTCH OR CARTIER FRENCH BRANDY YOUR CHOICE **\$3.99**
4/5 QT. BTL.

AVOCADOS **10¢**
FUERTE LARGE SIZE